

# EARTHQUAKE 2013 SUMMIT

PREPAREDNESS FOR BUSINESS

## CONFERENCE OVERVIEW AND SPONSORSHIP OPPORTUNITIES

DATE: FRIDAY, OCTOBER 11, 2013

TIME: 830 AM TO 4 PM

LOCATION: JUNIPER NETWORKS ASPIRATION DOME, SUNNYVALE, CALIFORNIA

WHAT IT IS: The 4<sup>th</sup> Quarter Meeting of the Bay Area Earthquake Alliance. A full day of presentations by earthquake experts covering the topic of earthquake preparedness for businesses.

WEBSITE: [earthquake2013summit.com](http://earthquake2013summit.com)

HOW TO REGISTER: Registration is not mandatory, but people who register get a name tag, a summit program with coupons to earthquake vendors, tote bag and giveaways. Registration is at the website above.

COST: The event is free and open to the public. Sponsorship opportunities are available at \$500.00.

HIGHLIGHTS: Keynote Speaker: Best-selling author, engineer and consultant to the World Bank, Peter Yanev. Structural Engineer and expert in code compliance, Maryann Phipps will speak about current earthquake codes. Fire Captain Brent Rapport will speak about overall company disaster planning. David Silberman from the Stanford School of Medicine will address simple solutions to complex work environments. Earthquake Lady Trish Granholm teaches tips and tricks for employee home preparedness. Jack Boatwright from the USGS will speak about the earthquake threat to Bay Area businesses. Construction expert John Mentzer will talk about how the California Seismic Code for Hospitals applies to business owners. Three inventors will share the latest in earthquake preparedness.

Two earthquake simulators will be onsite. A lunch will be available for purchase, as Movable Feast Gourmet Food Trucks will provide lunch.

Vendor Booths and Public Service Booths will be offered throughout the venue

#### SPONSORSHIPS AND BOOTH OPPORTUNITIES.

Non-Profit agencies have access to a limited number of 10x10 Public Service booths at no charge. Businesses and vendors all can get sponsored booths or other sponsor opportunities at the following rates. 1) 10x10 booth inside the dome adjacent to the presentation floor--\$750.00. 2) 10x10 booth outside adjacent to the Movable Feast Trucks and rotating logo on jumbo screens at breaks and throughout lunch--\$500.00. 3) A Bag Sponsorship with company logo on the Giveaway tote bag--\$500.00. 4) 10x10 booth in the dining section of the dome and ½ page ad in the summit program--\$500.00.

Sponsorship is through the summit website, [earthquake2013summit.com](http://earthquake2013summit.com)

**EARTHQUAKE 2013—THE PREPAREDNESS MATTERS SUMMIT  
FRIDAY, OCTOBER 11, 2013 830AM-430PM  
THE ASPIRATION DOME AT JUNIPER NETWORKS  
SANTA CLARA, CALIFORNIA**

SCHEDULE LINE-UP

- 730-830 REGISTRATION, COFFEE, PASTRIES
- 830-845 OPENING REMARKS JUNIPER NETWORKS
- 845-930 BUSINESS PREPAREDNESS 101-7 STEPS TO EARTHQUAKE SAFETY  
BRENT RAPPORT, FIRE CAPTAIN, OWNER, RESPONSE LIFE SAFETY
- 930-1015 WHAT'S THE LAW? MARYANNE PHIPPS, SE, OWNER ESTRUCTURE  
CODE COMPLIANCE AND NON-STRUCTURAL SYSTEMS
- 1015-1030 EMPLOYEE READINESS AT HOME – TIPS AND TRICKS  
TRISH GRANHOLM—THE EARTHQUAKE LADY
- 1030-1050 BREAK
- 1050-1120 BEYOND THE MANDATE-ENGINEERED SOLUTIONS FOR BUSINESSES  
JOHN MENTZER, OWNER ETC BUILDING AND DESIGN
- 1120-1200 WHAT'S THE PROBLEM? JACK BOATWRIGHT, USGS  
THE EARTHQUAKE THREAT TO BAY AREA BUSINESSES
- 1200-130 LUNCH FOOD CHANNEL TRUCKS, QUAKE COTTAGE, SPONSORS BOOTHS
- 130-215 SIMPLE SOLUTIONS TO COMPLEX BUSINESS CHALLENGES  
DAVID SILBERMAN, STANFORD SCHOOL OF MEDICINE
- 215-300 INNOVATION IN PREPAREDNESS  
BASE ISOLATION FOR TABLETOP EQUIPMENT AKIRA TAJIMA, THK JAPAN  
QUAKE ESCAPE EARTHQUAKE LIGHT GENE ROSENTHALL APTOS ENTERPRISES  
EQUIPMENT FASTENING SYSTEMS MICHAEL ESSRIG, SAFE-T-PROOF
- 300-320 BREAK QUAKE COTTAGE
- 320-405 KEYNOTE SPEAKER PETER YANEV AUTHOR, EARTHQUAKE ENGINEER  
RISK REDUCTION AND NON-STRUCTURAL SYSTEMS
- 405-430 PANEL DISCUSSION/Q AND A